

## **THE GENERAL SERVICES OFFICE OF THE EMBASSY OF THE UNITED STATES IN BOGOTA:**

The U.S. Embassy in Bogotá has a requirement for design, development and maintenance of a website for the Agricultural Affairs Office OAA, according to the scope of work below:

### **SCOPE OF WORK**

#### **DESIGN, DEVELOPMENT AND MAINTENANCE OF A WEBSITE FOR THE OFFICE OF AGRICULTURAL AFFAIRS (OAA), U.S. EMBASSY – BOGOTA**

In accordance with FAR Clause 52.225-14 (FEB 2000), in the event of inconsistency between any terms of this contract and the translation into another language, English shall prevail.

### **INTRODUCTION/BACKGROUND**

OAA, later referred to as U.S. Government (USG), has approved the planning, designing, building, execution, implementation and maintenance of a web page and a social media strategy to promote purchase of U.S. food and beverage products by leveraging the popularity of the American food culture and the importance of U.S. products in Colombia. Website messages must include images on U.S culture such as healthy lifestyle, regional content like New York and cocktails, California and wine, New Orleans and Cajun food, etc., and traditional holidays like Thanksgiving, Halloween, 4th of July, St. Valentine, Christmas, Easter, etc.

### **SCOPE OF WORK**

Vendor will create and present detailed project plan including schedule, work breakdown structure, testing plan, implementation plan and training plan for review and approval:

- Vendor will present a written status at weekly meetings.
- Vendor will provide USG with a testing plan.
- Vendor will resolve any site issues identified in testing.
- Vendor will compile a testing report to present to USG for review/approval.
- Vendor will begin providing 24x7 web site support until the end of the period of performance.
- Vendor will complete the project requirement checklist showing that all project tasks have been completed.
- Vendor will gather and create informative documents and graphics: texts, documents, pictures, etc.
- Vendor will provide warranty and maintenance service.
- Vendor will develop a website promotion strategy.
- Vendor will develop a free press strategy.
- Vendor will develop of a backup/restore plan
- Vendor will design and develop promotional material based on feedback provided by USG.

### **Deliverables:**

#### **1. Design Phase:**

Website structure and contents that guarantee ease of accessibility from any device, quality of contents, user-friendliness, ease of maintenance/update and attractive design.

Vendor will create a site design based on the requirements below:

- Development of image and creative concept. Graphic logo design, brand and slogan according to the background provided by USG. This task includes: Image design and digital material, file delivery and image management.
- Creating a search function with clue words.
- Developing a Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategy.

- Providing website analytic tools.
- Home page including a dynamic banner.
- Static and dynamic pages.
- Navigation menu with a minimum of five tabs.
- Tailored made segments to address specific audiences: children, fitness lovers, chefs, sommeliers, retailers, among others.
- Database of consumers who visited the site, so they can reach out to them for events, seminars, etc.
- Event calendar.
- Downloadable coupons, recipes and images.
- Video gallery and promotions.
- Information clips
- Blog
- Survey design
- Link-sharing service.
- Newsletter subscription.
- FAQ section
- Event and promotional activity live streaming

2. Development and Implementation phase:

- Providing website hosting service, domain and server.
- Operational release of the website according to USG's approval.

3. Maintenance of the website phase:

- Providing webmaster services: updating content, making sure that the website's code is compatible with various browsers, fixing broken links and images, adding page animations, new pictures, fresh content, new events and event registration, and product updates, among others. If USG desires to make changes to the website, webmaster immediately works to implement those required changes.
- Providing community manager services: development of the marketing and outreach strategies, building relationships, monitor key online conversations and events, manage, maintain, and ensure the success of the blog, and participate in social networking sites, such as the U.S. Embassy's social media platform, stake holders' social media platform, U.S. cooperators.
- Blog administration.
- Survey submission and result tabulation

#### **PERIOD OF PERFORMANCE**

- The total period of engagement to the project is six months upon issuance and acceptance of a purchase order, renewable annually, subject to satisfactory performance and availability of budget.
- Design phase: Fifteen (15) calendar days after issuance of a Notice to Proceed.
- Development and Implementation phase: Fifteen (15) calendar days after review and approval of the design.
- Maintenance of the Website phase: During six (6) months, starting after the development and Implementation phase.

#### **PLACE OF PERFORMANCE**

The selected vendor for the website project will perform a majority of the work at its own facility. The vendor will be required to meet at USG's facility once per week (day and time TBD) for a follow up meeting.

## ACCEPTANCE CRITERIA

- Vendor must have solid knowledge on website design, development and hosting service. In addition, vendor must have prior experience in providing similar services to other organizations.
- Vendor must be able to provide user training to USG.
- Vendor must provide a proposal including a brief description and timeline of the project.
- Vendor must provide a website mockup.
- Vendor must be able to accommodate to payment schedule as per USG's terms and conditions:
  - Design Phase: Subject to satisfactory performance and acceptance of the USG
  - Development and Implementation Phase: Subject to satisfactory performance and acceptance of the USG
  - Maintenance of the website phase: Six (6) monthly installments according to execution of USG's upcoming monthly activities, subject to satisfactory performance and acceptance of the USG.
- Payment will be made by Electronic Funds Transfer (EFT), thirty (30) days after receipt and acceptance of a proper invoice confirming that the services have been received complete and satisfactorily by the Contracting Officer's Representative – COR.
- The intellectual property rights and ownership of all materials and products developed in the execution of this project will be property of the USG. Any profit and copyrights belong to the USG.

## SUMMARY OF INSTRUCTIONS:

Each offer must consist of the following:

- A completed *request for quotation* format, in which yellow fields must be fully filled out.
- Information demonstrating the offeror's/quoter's ability to perform services, including:
  - Evidence that the offeror/quoter operates an established business with a permanent address and telephone listing;
  - List of clients, demonstrating prior experience with relevant past performance information and references;
  - Evidence that the offeror/quoter can provide the necessary personnel, equipment, and financial resources needed to perform the work;
  - Evidence that the offeror/quoter has all licenses and permits required by local law.
  - Detailed project plan including mockup, schedule, work breakdown structure, testing plan, implementation plan and training plan.

## EVALUATION OF PROPOSALS

- General.

To be acceptable and eligible for evaluation, offerors must prepare proposals in accordance with instructions provided. Proposals must meet all the requirements set forth in the other sections of this request for quotation. The Government may determine an offeror to be unacceptable and exclude it from further consideration for failure to comply with Acceptance criteria.

- Basis for Award

The USG intends to award a purchase order resulting from this solicitation to the lowest priced, technically acceptable offeror who is a responsible Contractor. The evaluation process will follow the procedures below:

- Initial Evaluation

The USG will evaluate all proposals received to ensure that each proposal is complete in terms of submission of each required volume. The Government may eliminate proposals that are missing required information.

- Technical Acceptability

The USG will thoroughly review those proposals remaining after the initial evaluation to determine technical acceptability. The Government will review Technical Acceptability by reviewing information submitted as part of the *Acceptance Criteria and Summary of Instructions*. The Government may also review past references provided as part of prior experience to verify quality of past performance.

- Price

The Government will evaluate price for all technically acceptable offeror's and determine the lowest overall price.

The Government reserves the right to reject proposals that are unreasonably low or high in price.

**PRICES IN COLOMBIAN PESOS ONLY, PLEASE COMPLETE THE HIGHLIGHTED IN YELLOW SECTIONS IN THE FORMAT ATTACHED.  
DELIVERY OF SERVICES IN BOGOTA**

In accordance with FAR 13.106-1 – local advertising/ public posting for at least 15 days must be made for acquisitions over \$25,000 but less than US\$150,000.00. The procurement request number is being issued as a Request for Quotation. The result of this request for quotation will be purchase order which will include all applicable FAR clauses in effect.

Quotations must be submitted by **May 08, 2015 at 4PM** by e-mail to [Acostani@state.gov](mailto:Acostani@state.gov). All responsible sources may submit a quotation and offer that shall be considered. Should you have any question regarding this request please write/ send an e-mail to [Acostani@state.gov](mailto:Acostani@state.gov). Please feel free to request a copy of Excel format "Request for quotation"

**SOLICITUD COTIZACION**

(Request for Quote)

**ESTE ES UN FORMATO DE COTIZACION, NO REPRESENTA UNA ORDEN DE COMPRA NI UN CONTRATO**

(This is a request for quote only, this is not a Purchase Order nor a Contract)

Fecha de Cotizacion / Date of the Quote:	
Razon Social / Vendor Name:	
Direccion / Vendor Address:	
Nombre del Vendedor / Person Called:	
Numero Telefonico / Telephone Number:	
Correo Electronico / E-mail:	
Oferta Valida hasta / Dead line of the offer	

POR FAVOR ENVIAR SU COTIZACION ANTES DEL  
(Please send your quote before)**8-May-15****DILIGENCIAR TODOS LOS CAMPOS RESALTADOS EN COLOR AMARILLO PARA QUE SU COTIZACION SEA  
ACEPTADA PRECIOS UNITARIOS EN PESOS COLOMBIANOS ANTES DE IVA**

Line #	Description	QTY	Unit of Measure	Price
1	<u>1. Design Phase:</u> Website structure and contents that guarantee ease of accessibility from any device, quality of contents, user-friendliness, ease of maintenance/update and attractive design. Vendor will create a site design based on the requirements below: - Development of image and creative concept. Graphic logo design, brand and slogan according to the background provided by USG. This task includes: Image design and digital material, file delivery and image management. - Creating a search function with clue words. - Developing a Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategy. - Providing website analytic tools. - Home page including a dynamic banner. - Static and dynamic pages. - Navigation menu with a minimum of five tabs. - Tailored made segments to address specific audiences: children, fitness lovers, chefs, sommeliers, retailers, among others. - Database of consumers who visited the site, so they can reach out to them for events, seminars, etc. - Event calendar. - Downloadable coupons, recipes and images. - Video gallery and promotions. - Information clips - Blog - Survey design - Link-sharing service. - Newsletter subscription. - FAQ section - Event and promotional activity live streaming	1	EA - each	
2	<u>2. Development and Implementation phase:</u> - Providing website hosting service, domain and server. - Operational release of the website according to USG's approval.	1	EA - each	
3	<u>3. Maintenance of the website phase:</u> - Providing webmaster services: updating content, making sure that the website's code is compatible with various browsers, fixing broken links and images, adding page animations, new pictures, fresh content, new events and event registration, and product updates, among others. If USG desires to make changes to the website, webmaster immediately works to implement those required changes. - Providing community manager services: development of the marketing and outreach strategies, building relationships, monitor key online conversations and events, manage, maintain, and ensure the success of the blog, and participate in social networking sites, such as the U.S. Embassy's social media platform, stake holders' social media platform, U.S. cooperators. - Blog administration. - Survey submission and result tabulation	6	MO - month	

Lugar de Entrega (Delivery Place)	<b>e-mail</b>
Subtotal	-
IVA sobre Subtotal (señalar el porcentaje si aplica)	16%
<b>Valor Total</b>	-

CONDICIONES DE PAGO / Payment terms	
1. Design Phase: Subject to satisfactory performance and acceptance of the USG 2. Development and Implementation Phase: Subject to satisfactory performance and acceptance of the USG 3. Maintenance of the website phase: Six (6) monthly installments according to execution of USG's upcoming monthly activities, subject to satisfactory performance and acceptance of the USG. Payment will be made by Electronic Funds Transfer (EFT), thirty (30) days after receipt and acceptance of a proper invoice confirming that the services have been received complete and satisfactorily by the Contracting Officer's Representative – COR.	Accepto/ I Accept
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